

Judging Line up for the GIMA Awards 2008 announced



The annual GIMA Awards, which recognise excellence and innovation in product and marketing, are not short of innovation themselves.

Hard on the heels of the announcement of new and additional categories which have been implemented to better represent the diversity of product supplied to the garden retail trade, and GIMA have now announced the line up of their judging panel for the 2008 Awards.

Peter Field MD of Garden Innovations and President of GIMA said:

“Reflecting the changes in product categories for our awards we wanted to raise still further the calibre of the judging panel so we could do real justice to some of the more specialist areas of garden retailers’ product range. Bringing in a new category for growing plants we can cover with the excellent expertise of our garden retail judges, but to get into the finer points of detail of Pet Care and the intricacies of Christmas products for example we need judges who know those ranges inside out.”

This additional expertise is brought to this year’s panel by:

Sally Lomax – Christmas Product Buyer, Wyevale Garden Centres Ltd

Simon Carr – Chairman of the Pet Product Retailers Association, MD of Hedgerow a Midlands based producer of specialist feeds for small animals

Dr. Margi Lennartsson – Research and Development Director for Garden Organic at Ryton will assess the environmental credentials of entries

Roger Foster – Regional Director of the Chartered Institute of Marketing will lead the evaluation in the marketing categories

The needs of the independent garden centre are catered for with the expertise of judges **Sharon McNair**, Group Buyer at Armitage’s Garden Centres and **Martin Davies** Chairman of the GCA and MD of Raglan Garden Centre in Wales, while **Steve Guy** Head of Horticulture at B&Q and **Alex Phillips** Buyer from the Gardening and DIY team at Tesco will be assessing products from the multiple retailers point of view. Rounding off the judging panel will be journalists from the leading titles in - consumer gardening **Laura Fanthorpe**, Technical Writer with Garden Answers the top monthly gardening magazine, and - trade publishers **Mike Wyatt**, the industries leading journalist and Editor at market leading magazine Garden Trade News.

ENDS (word count 359)

see next page for more information

Editors Notes:

1. Closing Date for entries to the 2008 GIMA awards is the 20th June 2008 with judging taking place on the 26th June.
2. The Awards Gala Dinner is on the 17th July at the Metropole Hilton Hotel Birmingham.
3. Full details of how to enter the awards and attend the dinner are on the GIMA website www.gima.org.uk or by emailing info@gima.org.uk

Illustrations and captions:



**Awards graphics
for 2008**



**Simon Carr, Chairman of the Pet Product
Retailers Association joins the judging panel**



**Dr. Margi Lennartsson, Director of Research and Development,
Garden Organic, formerly known as Henry Doubleday Research.**



Laura Fanthorpe



Martin Davies



Steve Guy



Mike Wyatt

For more information relating to this GIMA and this Press Release please do not hesitate to contact:

Neil Gow, Director of GIMA Tel: 01905 381 142, Email: neil.gow1@btinternet.com

Rebecca Abbott, Tel: 0121 446 5213, Email: info@gima.org.uk

or visit www.gima.org.uk